
Personal Potential and Leadership Success: The Kaplan Collection

Robert Steven Kaplan

Contents

[What to Ask the Person in the Mirror](#)

[What You're Really Meant to Do](#)

[What You Really Need to Lead](#)

Harvard Business Review Press
Boston, MA

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Praise for *What to Ask the Person in the Mirror*

“Drawing on years of experience in business and Personal Potential and Leadership Success: The Kaplan Collection (3 Books) academia, Rob Kaplan has produced a very readable book that provides Personal Potential and Leadership Success: The Kaplan Collection (3 Books) unique and valuable insights into management, including what makes and sustains highly successful leaders. Read this wonderful book if you want to understand how great managers grow and mature, navigate pitfalls, and bounce back from adversity.”

—Dr. Mohamed A. El-Erian, CEO, PIMCO; author, *When Markets Collide*

“Rob Kaplan’s book is my new leadership bible. His extensive experience leading others and his time coaching great leaders has given him a unique understanding of what breeds success and failure. Leaders from any type of business can benefit from Kaplan’s guidance.”

—Caryn Seidman-Becker, CEO, CLEAR Corporation

“For someone like me who is building a business and growing an entrepreneurial company, this book becomes the road map and go-to guide for asking the really tough questions that ultimately allow the truly successful business leader to emerge.”

—Tyra Banks, supermodel turned entrepreneur

**WHAT
TO ASK
THE PERSON
IN THE
MIRROR
WHAT
TO ASK**

Personal Potential and Leadership Success: The Kaplan Collection (3 Books)

**THE PERSON
IN THE
MIRROR**

Critical Questions for Becoming a More Effective Leader and Reaching Your Potential

ROBERT STEVEN KAPLAN

Personal Potential and Leadership Success: The Kaplan Collection (3 Books)
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To my parents, who taught me to never stop asking questions, and to all those who over the generations have protected our right to do so.

Contents

[Introduction](#)

[*Great Leadership Is Not About*](#)

[*Having All the Answers*](#)

[1 Vision and Priorities](#)

[*If You Know Where You're Going.*](#)

[*It's a Lot Easier to Get There*](#)

[2 Managing Your Time](#)

[*How You Spend Your Time Should Flow*](#)

[*Directly from Your Vision and Key Priorities*](#)

[3 Giving and Getting Feedback](#)

[*Effective Leaders Coach Their People*](#)

[*and Actively Seek Coaching Themselves*](#)

[4 Succession Planning and Delegation](#)

[*Owning the Challenge of Developing*](#)

[*Successors in Your Organization*](#)

Personal Potential and Leadership Success: The Kaplan Collection (3 Books)

5 Evaluation and Personal Potential and Leadership Success: The Kaplan Collection (3 Books) Alignment

[*The Courage to Assess Your Enterprise*](#)

[*with a Clean Sheet of Paper*](#)

6 [The Leader as Role Model](#)

[*Communicating What You Truly*](#)

[*Believe and Value*](#)

7 [Reaching Your Potential](#)

[*Being True to Yourself*](#)

8 [Bringing It All Together](#)

[*The Practice of Gaining Perspective*](#)

[*Appendix: Critical Questions for Becoming a More Effective Leader and Reaching Your Potential*](#)

[*Notes and Additional References*](#)

[*Acknowledgments*](#)

[*Index*](#)

[*About the Author*](#)

Introduction

Great leadership is not about having all the answers— it is, Personal Potential and Leadership Success: The Kaplan Collection (3 Books) more often, about having the courage to ask the critical questions

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